

profile

two

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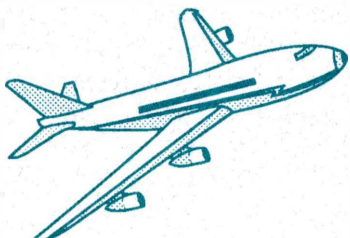
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For the second consecutive year, BCBSF's participation in the American Cancer Society's annual Workout to Beat Cancer was outstanding. More than forty BCBSF employees donned their Spandex and Reboks to jump, gyrate, stretch and sweat their way to a record contribution of almost \$3,000.

Safety and Security officer Sam Stansell collected the most pledges, thanks to his technique of asking all employees who passed by the FC2 Security desk to sign his pledge sheets.

Stansell said his involvement in the workout was prompted by his dad's bout with cancer. "Losing my dad recently made me realize that I needed to do whatever I can to help the American Cancer Society raise money," says Stansell. "I'll definitely continue to participate in activities like this that can really make a difference to people."

Janet Inman, BCBSF's volunteer coordinator, says she is pleased by this year's turnout. "BCBSF was first among corporate participants, both for number of employees participating and amount of money raised," says Inman. "Employees can feel very proud of their contribution."

Overall, the event added \$20,000 to the American Cancer Society's coffers. The money will be used for cancer patients services, cancer research, and cancer prevention education. ■

EMPLOYEES "FEEL THE BURN"

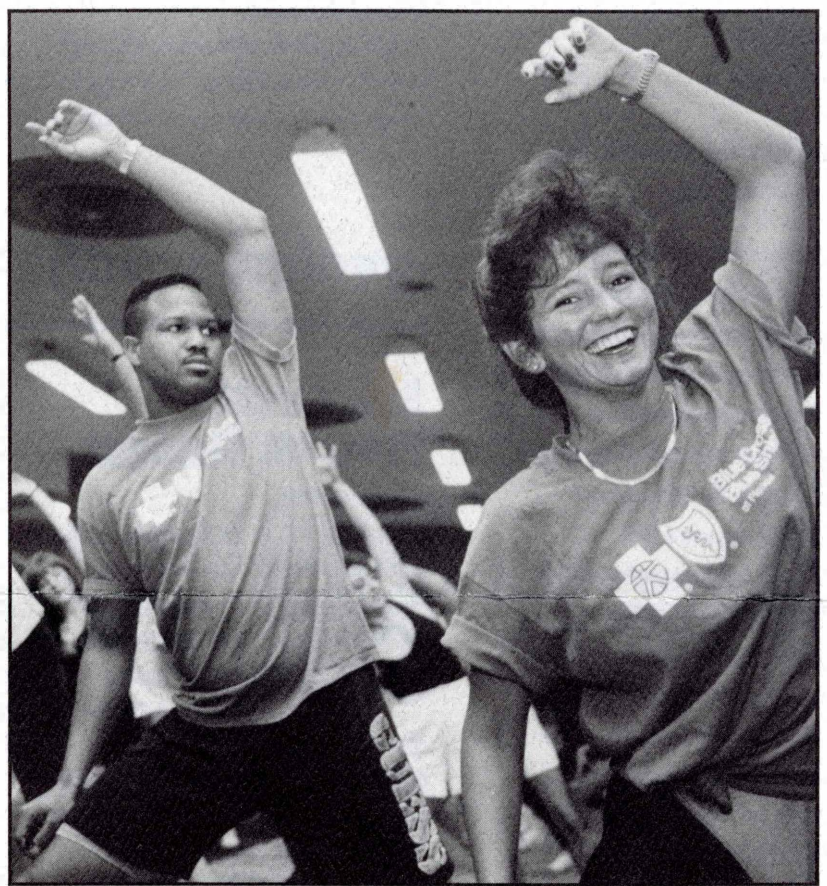


PHOTO BY: KELLY LADUKE

Sam Stansell and Amanda Elliott show fine aerobic form at the American Cancer Society's Workout to Beat Cancer.



PHOTO BY: KELLY LADUKE

More than 350 people participated in this year's Workout and helped raise \$20,000 for the American Cancer Society's patient programs.

BCBSF's Workout participants were: April Adeshile, Cathy Asher, Suzette Barnes, Susie Basso, Renee Biggins, Maurice Brown, Patti Burns, Jensy Butler, Cindy Cawthon, Julia Cooke, Jeanne Craddock, TuWanna Crews, Carol Dennis, Kathy D'Stetie, Bob Eagle, Amanda Elliot, Desiree Farrington, Henderson Gamble, Denise Gant, Michele Greca, Mary Liz Hadd, Brigitte Ann Hardin, Scott Hartsfield, Janet Inman, Amy Jordan, Tim Jones, Margaret Lamkin, Michael Latimer, Kris Lyncker, Cindy Lyons, Tim Lyons, Lisa Magriplis, Anna Mathis, Alice Nelson, Kevin Ondarza, Lucretia Peterson, Ralph Puhlmann, Samuel Stansell, Paula Staton, Tammy Tuten, Pauline Vogel and Michelle Westmoreland.



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Articles and photographs about the company's programs, policies, products and people may be submitted for consideration. Please send to: Rejeanne Davis Ashley, Public Relations, Riverside Home Office Complex, 19T. For information, call (904) 791-6329 or contact your regional representative with story ideas.

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awards

Jacksonville Golden Image award for best magazine • Best Public Relations Printed Material, Florida Public Relations Association • Award of Distinction, magazine category, FPRA (state level)

printed on recycled paper



florida focus

Advantage 65 Program Expanded To More Counties

Seniors took advantage of several special events in selected Florida counties to learn more about Advantage 65, BCBSF's hospital network Medicare supplement plan. Advantage 65, already available to seniors in parts of Central and West Florida, was introduced to Charlotte, Duval, Escambia, Hernando, St. Johns and Santa Rosa seniors. Seniors who choose to subscribe to Advantage 65 use a network of participating hospitals and receive extras such as free toiletries, easy check-in and check-out, and upgrades to private rooms when available.

On April 4, seniors in Duval County attended a Senior Spring Fling, featuring Jacksonville's largest bingo game, entertainment by the St. Johns River

City Dixie Band and free medical screenings provided by Memorial Medical Center, Riverside Hospital and St. Vincent's Medical Center.

Pensacola area seniors were welcomed aboard the *S.S. Goldenyear* for the Advantage 65 Landlubbers cruise, featuring live swing music, free health tests and screenings in the "Infirmary," and "Ports of Call" with exhibits by local senior clubs and organizations.

On April 28, Port Charlotte seniors jumped on the Fast Track To Health, where their destination was Healthy Living, USA. Aerobics, ballroom dancing, entertainment by the Sweet Adelines and health screenings rounded out the activities.

"Events like these really attract seniors, and give us the opportunity to talk about the Advantage 65 program," says Marcia Norment, Senior Markets.

If you have any questions about Advantage 65, call Norment at (904) 363-4822. ■

employees only

Scholarship Program Changes



Changes made to the BCBSF Scholarship Program are now being reviewed by

the company's scholarship committee, says Anita Rodgers, Organization Development and Training. The committee members, Ken Otis, Mike Cascone and George Cassady, will pass their recommendations on to William Flaherty for final approval.

"Once the changes are approved, we will begin accepting applications for scholarships. Our plan is to accept the applications during

May and name the scholarship recipients in June," says Anita.

The scholarship program is designed for college-age children of BCBSF employees. Two scholarships are awarded to students whose academic achievement, leadership skills, school participation and community involvement are outstanding.

The first scholarship, named for former BCBSF president H. A. Schroeder, is currently reserved for a student who plans to attend any accredited college or university in Florida. The J.W. Herbert Scholarship currently is awarded to a student who attends the University of North Florida.

"We've offered this program to employees and their families for 4 years now," says Anita.

"To make sure it still meets employees' needs, we benchmarked with local and national companies and also surveyed employees in January, asking questions that would help us compile useful information. More than 200 employees responded to our questions and provided comments and suggestions. Some of their suggestions were incorporated into the proposal submitted to the scholarship committee."

The Corporate Training Unit looks forward to receiving applications from qualified candidates. Eligible employees can get an application or more information from Anita Rodgers by calling (904) 791-6013. ■

aspen notes

ASPEN Adds Dial-By-Name Feature

Voice-mail subscribers in the Riverside Home Office and Freedom Commerce Centre now can send network messages to each other by spelling the recipient's name or by entering their four-digit extension.

Here's how it works: Just spell the recipient's last name

until the system is able to recognize who you're trying to call, or, if you know their four-digit extension, dial those numbers. You no longer have to use the 3-digit prefix codes between between RHOC and FCC, but you do have to use the codes to send ASPEN network messages to other ASPEN systems around the state.

These 3-digit prefix codes or node numbers are:

Northeast Region -- 830
Tampa Metro Office -- 720
Miami Metro Office -- 820
Fort Lauderdale Office -- 825
Orlando Metro Office -- 520

A final note: the voice you hear on "name confirmation" when you send a message won't be the actual voice of the person you're sending a message to -- so don't be surprised! ■

in the spotlight

Caseworkers Seminar Educational For Everyone

BCBSF held its annual Medicare education seminar for Congressional caseworkers March 31 and April 2.

About 30 Congressional caseworkers attended the seminar to gain a better understanding of the Medicare program and our role as Medicare administrator.

An orientation session gave new Congressional staff members an overview of the Medicare program, including claims processing procedures, review guidelines and procedures for handling



Congressional caseworkers Ruth Tinsman and Cynthia Moore attended BCBSF's Medicare education seminar.

problem cases.

Additional sessions gave the attendees information about the new Medicare EOMB (explanation of Medicare benefits), the expansion of the Florida Shared System (FSS), BCBSF's new role as Peer Review Organization (PRO), the effect of Physician Payment Reform (PPR) and the implications of budget cuts on

Medicare programs and services.

The caseworkers toured Medicare A and B operations from the mailroom through claims processing, telephone inquiries, check writing and Congressional inquiries.

"This is the eighth year BCBSF has conducted the Congressional

Caseworkers seminar," says coordinator Jeff Wollitz, Government and Legislative Relations. "While it's designed to help them, it actually works both ways. We learn from them what their constituents' problems and concerns are, which helps us improve our programs and services to Medicare beneficiaries." ■



Sarasota Run Raises A Pot Of Gold

Hundreds of lithe and speedy leprechauns participated in BCBSF's first Shamrock Classic, held March 14 in Sarasota. The event, a 5-mile run, helped raise \$5,000 for the Easter Seal Society of Southwest Florida.

"BCBSF's sponsorship of wellness events like the Shamrock Classic is consistent with our commitment to serve the community by supporting key organizations," says Donn Tipton, sales manager and event coordinator. "Funds raised from the run will be used to support Easter



Donn Tipton presents a check to Easter Seals representatives.

Seals programs, which help rehabilitate children and adults who have physical and mental handicaps in an attempt to provide them a meaningful, productive life."

About 500 runners competed, making the Shamrock Classic the second largest race held in Sarasota and surrounding areas and earning BCBSF positive coverage in the local media and in *Runner's World*, a national magazine.

BCBSF banners lined the course, and employees from the Sarasota and Tampa offices manned the registration tables, replenished water bottles for weary runners, and otherwise enjoyed this classic event. ■

Shining Star

Fort Myers High School student Alexis Koh's performance in Outreach, Inc.'s 1992 Night of Stars earned her first-runner-up honors and an \$800 scholarship from BCBSF.

BCBSF Sales Manager Donn Tipton was on hand to present the scholarship to Miss Koh, whose drama and dance skills have earned her recognition as one of Southwest Florida's best

and brightest young performers.

Fort Myers Risk Manager Sherry Rynders and Mayor Wilbur Smith and his family attended the Night of Stars as guests of BCBSF.

Outreach, Inc. is a nonprofit, independent, family oriented adolescent drug, alcohol and behavior treatment program that helps children and their families in Lee, Charlotte and Collier counties. ■

Rising Star Alexis Koh.



service anniversaries

The following employees celebrated anniversaries in April:

five years

Rowena B. Argote, Correspondence Representative A... Dominador I. Burce, Auditor IV... Elena Chaca, Clerk E... Joann E. Coleman, Micrographics Production Clerk... Carol A. Corn, Senior Compensation Analyst... Daniel F. Crowe, Senior Corporate Recruiter... Julia J. Gay, Additional Development Exam... Amelie Hernandez, Clerk E... Louise G. Hulett, Medical Underwriter I... Diana L. Mackoul, Supervisor, Accounts Payable... Kathy S. Mahan, Accounting Clerk C... Tammy J. Martin, Claims Service Representative III, Georgette A. Meadows, Correspondence Representative B... Karen T. Morris, Employee Services Specialist... Maraette M. Murray, Customer Service Representative B... Cristobali Pinillo, Clerk C... Joseph M. Rice, Internal Auditor II... Debra L. Richmond, Small Group Specialist... Barbara J. Rivers, Claims Examiner A... Craig A. Sauls, Claims Service Representative III... Janice E. Stevko, Internal Auditor EDP Senior... Cynthia V. Tanton, Direct Marketing Analyst IV.

ten years

Karen A. Tingen, Director, Medicare B Correspondence... Vickie A. Witt, Executive Secretary A.

fifteen years

William Castro, Database Consultant... Margaret W. Clough, Secretary B... Angelina J. Joseph, Claims Service Representative III... Belinda J. Noda, Systems Analyst II... Dinah R. Rosenbarker, Customer Service Representative B... John E. Slattery, Manager, Healthcare Data Management.

twenty years

Karen M. Ausum, Senior Systems Analyst... Deborah C. Brock, Customer Service Representative B... Thomas D. Causer, Director, Corporate Planning & Budget... Jean H. Monday, Senior Consumer Research Specialist... Carolyn McNeil, Clerk C... Richard E. Warner, Director, Regional Operations, PBO...

twenty-five years

Myrna L. Vickery, Telemarketing Sales Representative



employees' club discounts

The following new discounts are available for all BCBSF employees. For more information about these and other discounts, call Stephen Teal, discount committee chairman for the Employees' Club, at (904) 363-4685.

lodging

• **Jacksonville Beach.** Days Inn at Jacksonville Beach offers BCBSF employees \$20 off all rooms. All rooms are oceanfront rooms with balconies. Present discount coupon (available from Employees' Club) upon check-in. Call 1 (800) 321-2037 for reservations or hotel information.

• **Walt Disney World area.** Doubletree Club Hotel in Orlando by Lake Buena Vista offers BCBSF employees a special rate of \$69 per room per night. Rate includes free ride to Walt Disney World Resort Theme Parks, a full breakfast every day, evening cocktails and — who can resist this? — chocolate chip cookies. Coupon and brochure available from Employees' Club. For information and reservations, call 1 (800) 228-2846.

products and services

• **Flowers and gifts.** Evangeline's Florist in Mandarin offers BCBSF employees a 10 percent discount on flowers and other selected gift items. Specials and wire services not included. Call (904) 268-3250 for more information.

• **Scuba diving lessons.** PADI-certified instructor Justin "Buddy" Cummins offers private lessons to BCBSF employees at a 15 percent discount. Call (904) 264-6981 or 272-6150 for more information.

• **Cellular phone products and services.** CelluLand and BellSouth Mobility offer discounted prices on selected products up to 10 percent for BCBSF employees, plus a wide variety of special prices on installation, access fees and usage fees. Call Silvia Holmes or Kim Ogilvie at (904) 731-0293 for more information.

• **Car rental.** Budget Car and Truck Rental offers BCBSF employees discount rates, unlimited mileage on cars, one-way rentals, no additional driver fee for employees or spouse, and friendly service. Discounts given at rental counter when you present your ID card or give your Rate ID code, CACJA3. For more information, call Loreal LeGate (904) 720-0000 ext. 307.

• **Home water and cooler service.** Zephyrhills Spring Waters is offering BCBSF employees 50 cents off their regular cooler rental fee and 15 cents off the regular water price for each bottle delivered. A special introductory offer of one month's free cooler rental and three free bottles of water is extended to any employee who agrees to one year of home water/cooler service. Call service representative Dana Raulerson for more information at (904) 737-9531.

employees' club

Upcoming Activities

Trips

Please note: Trip deposit money is nonrefundable. Additional payments refundable up to 45 days prior to departure date.

• **Crystal River/Rainbow River.** May 15-17, 1992. This is the trip all you divers and snorkelers have been waiting for. Trip includes optional rentals. Rates: double, \$80; quad, \$60 per person. Call Steve Teal, 363-4239.

• **Stroll Through Savannah.** May 29-31, 1992. Spend a beautiful weekend in Savannah, Georgia. Package includes: two nights bed and breakfast inn, carriage ride tour, lunch at the Pink House, round-trip motorcoach. Rates: \$170 per person, based on double occupancy. Space is limited. Call Tom Williams, 396-9479.

★ **Deep-Sea Fishing.** June 20, 1992. Enjoy a day of fishing aboard the Miss Mayport. Take dad for an early Father's Day treat! Rates: \$35 per person. Space is limited. Call Latrell Weber, 363-4023.

★ **White-Water Rafting.** July 3-5, 1992. Relax and enjoy a great adventure at a Georgia mountain retreat in the foothills of the Blue Ridge Mountains. Rates: \$250 per person based on double occupancy. Call Helen Reid, 363-5565.

★ **Weekend Trip to Jamaica.** July 17-20, 1992. Stay on the beaches of Jamaica during the hot summer month of July. Rates: double, \$480; triple, \$450 per person. Call Willetta Liptrot, 363-6546.

★ **Silver Springs/Wild Waters.** August 8, 1992. Call early to reserve your tickets for a day of fun in the sun. Rates for Silver Springs: adult, \$18; child, \$13. White Waters: adult, \$9.50; child,

\$8.50. Silver Springs/Wild Waters combined ticket: adult, \$23; child, \$18. Call Linda Tester, 363-4607.

• **Cruise to the Bahamas.** September 4-7, 1992. Take a getaway cruise to Nassau in the Bahamas and enjoy three beautiful days in the sun aboard the Premier Cruise Line's star ship Oceanic. Package includes: round-trip motorcoach, meals and entertainment; shipboard activities. Rates for inside cabin: \$295 plus port tax \$41 per person. Prices based on double occupancy. Third, fourth and fifth person sharing a cabin \$205 per person, based on availability. Call Lenette Paulk, 363-5546.

• **Hawaii — Aloha Waikiki.** September 8-15, 1992. Feast your eyes on this price for a beautiful trip to Hawaii. Eight days, seven nights with tours included. Package includes: Round-trip air from Jacksonville, hotel accommodations on the beach, tax and transfers, baggage handling, breakfast and get-acquainted briefing, garment factory tour, jewelry factory tour, punchbowl tour of the city. Rates: Double, \$869; triple, \$846; quad, \$843 per person. Prices based on double occupancy. Call Bob Eagle, 363-4443.



★ **Octoberfest — Blue Ridge Mountains, Georgia.** September 10-13, 1992. Package includes 3 nights accommodations, two dinners, round-trip motorcoach, guided tour of North Georgia. Rates: Double, \$230 per person; triple, \$200 per person; quad, \$185 per person. Call Linda Tester, 363-4607.

• **Mexican Getaway Adventure.** October 2-5, 1992. Enjoy autumn in beautiful Cancun, Mexico. Package includes: round-trip air from Jacksonville, hotel accommodations on the beach, tax and transfers. Rates: \$355 per person. Prices based on double occupancy. Call Carolyn McNeil, 363-4532.

★ **Rivership Grand Romance.** November 7-8, 1992. Enjoy a 190-mile river cruise on the St. Johns River from Sanford to Jacksonville. Package includes transportation, all meals, entertainment, hotel accommodations. Rates \$250 per person. Call Maude McKenzie, 791-8582.

★ **Murder Mystery Weekend.** November 13-15, 1992. Solve the mystery and become a top-notch detective in beautiful Mount Dora, Florida. Package includes: round-trip motorcoach, accommodations, meals and mystery. Rates: double, \$190; triple, \$170; quad, \$160 per person. Call TaJuanna Wright, 363-4407.

DISCLAIMER:

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for your benefit

SelectFund Change Effective May 1

An improvement made to the company's SelectFund (flexible spending account) benefit for employees takes effect May 1, 1992, says manager of Benefits Bob Teal.

Florida Combined Life and Pen-Wel, administrator of the

SelectFund program, have announced a "no-minimum" enhancement to the program, which helps participating employees save tax dollars by paying for out-of-pocket medical and dependent care expenses with pre-tax dollars.

"Until May 1, SelectFund participants must have had at least \$25.01 in reimbursable expenses to receive a refund.

The "no-minimum" allowance means participants now will receive a reimbursement check even if their balance is less than \$25," says Teal.

For more information about SelectFund or any other BCBSF Blue Ribbon benefit, call the Compensation and Benefits Department at 791-6408. ■